

## Message Text

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20

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

USIA-15 PA-02 PRS-01 /043 W  
----- 090374

R 190530Z FEB 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 8070

INFO AMCONSUL OSAKAKOBE

UNCLAS TOKYO2098

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FY 1975 COUNTRY COMMERCIAL PROGRAM - JAPAN SECOND QUARTER  
PROGRESS REPORT

REF: STATE A-9016; STATE 280182; TOKYO 13856

1. SUBJECT PROGRESS REPORT IS GIVEN BELOW IN TABULAR FORM  
(INCLUDES OSAKA/KOBE INPUT). DURING THE OCT-DEC 74  
QUARTER, 210 TOS AND 9 REPORTS WERE SUBMITTED (OSAKA/KOBE  
ACCOUNTED FOR 180 TOS). TWO TC JEEP SHOWS ACHIEVED \$10.6  
MILLION COMBINED ANNUAL SALES. TWENTY-NINE BSP PROMOTIONS  
ATTAINED \$77.5 MILLION COMBINED SALES (OSAKA/KOBE ACCOUNTED  
FOR 24 PROMOTIONS AND \$68 MILLION SALES). FOUR FOREIGN BUYER  
GROUPS WERE ORGANIZED TO VISIT EXHIBITIONS IN THE U.S. TRADE  
CENTER TOKYO WAS CLOSED FOR RENOVATION DURING NOVEMBER AND  
DECEMBER.

2. TABLE HEADINGS ARE AS FOLLOWS:

- A. CAMPAIGN NUMBER
- B. NUMBER AGENT/DISTRIBUTOR/END-USER CALLS
- C. NUMBER TRADE OPPORTUNITIES (TO) SUBMITTED
- D. TRADE CENTER (TC) SHOWS

(1) NUMBER

(2) 12 MONTH PROJECTED SELES (IN MILLION DOLS)

E. BETWEEN SHOW PROMOTION (BSP)

(1) NUMBER

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1(2) 12 MONTH PROJECTED SALES (IN MILLION DOLS)

F. NUMBER REPORTS EVALUATING PRODUCT CATEGORY SUBMITTED.  
 INCLUDES BEST PROSPECTS, CONTRACTED RESEARCH, CERP,  
 NON-SCHEDULED REPORTS.  
 G. NUMBER FOREIGN BUYERS GROUPS

(1) NUMBER OF GR  
 UP ORGANIZED

(2) 12 MONTHS PROJECTED SALES (IN MILLION DOLS)

A	B	C	D	E	F	G
		(1) (2)	(1) (2)		(1) (2)	
1	10		1	0.15		2
2	1		3	2.37		2
3	6		1	3.94		
4	15	0		0		
5	15	109		17	60.1	1 2
		(1) (2)		(1) (2)		(1) (2)
6	8		2	10.0		
7	4		0	0		
8	8	7		0		
9	17	7		1	0.1	
10	11		2	0.05		
11	65	13	1	10.0	1	0.05
11	65	13	1	10.0	1	0.4 1 2
12	10		0	0		1
13	(4	1(JEEP)	0.16	2	0.37	1
14	10		0	0		
15	4	3		0		
16	23		0	0		1
17	3		0	0		
TOTAL						
124	210		2	10.16	29	77.46 7 4 2

3. FOLLOWING ARE OUR COMMENTS BY CAMPAIGN:

(1) MAJOR ACTIVITY, APEX TOKO TO BE HELD 3D QTR. FY  
 75. TO'S IN 2D QTR AGAIN EXCEEDED ANNUAL TARGET  
 QUADRUPLING ANNUAL TOTARGET TO 40.

(2) MAJOR ACTIVITY, USTN THRD QUARTER

(3) CALLCAMPAIGN CHEDULED FOURTH QUARTER

(4) NOTHING TO REPORT (N/R)

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(5) ANNUALNUMERICAL GOALS FARE EXCEEDED. TO'S ALRADY  
 SUBMITTED FOUR TIMES ANNUAL TARGET. EVALUATION  
 REPORT (INCLUDE CAMPAIGN 6) SUBMITTED.

(6) GOALS AND ACTIVITIES EXCEED ANNUAL TARGETS. BEING  
 DROPPED AS SEPARATE CAMPAIGN AND INCLUDED IN CON-  
 SUMER GOODS, CAMPAIGN NO. 5.

(7) MAJOR ACTIVITY, USTC, FOURTH QUARTER

(8) N/R

9) MAJOR ACTIVITY, USTC, FOURTH QUARTER

(10) ANNUAL GOALS EXCEEDED BY 100 PERCENT IN FIRST HALF FY 75.

ALL PLANNED ACTIVITIES COMPLETD DROP AS CAMPAIGN LAST  
HALF FY DUE MARKETING CONDITIONS.

(11) TWO-THIRDS CALLS, SALES ACHIEVED. NEXT MAJOR ACTIVITY  
USTC THIRD QUARTER.

(1) ALTHOUGH ANNUAL TO TARGET EXCEEDED, CALLS BEHIND  
SCHEDULES AND LIKELY BE CURTAILED BY TRAVEL FREEZE.

(13) JEEP, TWO BSP'S RESULTED INCREMENTALEXPORTS DOLS  
HALF MILLION, EXCEEDED TO TARGET BY 50 PERCENT.

(14) DROPPED AS CAMPIGN, E/C UNIT RESPONSIBLE THIS  
CAMPAIGN SHIFTING RESOURCET TO ANALYTICAL INSTRJMENTS.

(15) N/R

(16) EXCEEDED TO TARGET BY OVER 100 PERCENT.

(17) DROP AS CAMPAIGN. GOJ BUDGET CUTBACKS CAUSING  
POSTPONMENT THESE PROJECTS.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 19 FEB 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975TOKYO02098  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
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**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750058-0744  
**From:** TOKYO  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19750230/aaaabaou.tel  
**Line Count:** 133  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Previous Classification:** n/a  
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